



cambio!

House of Social Change

Problems Identified

Poor SEO



MISSING KEYWORDS



UNOPTIMIZED IMAGES



META DESCRIPTIONS AND TITLES



DOMAIN REDIRECTS (/2020)

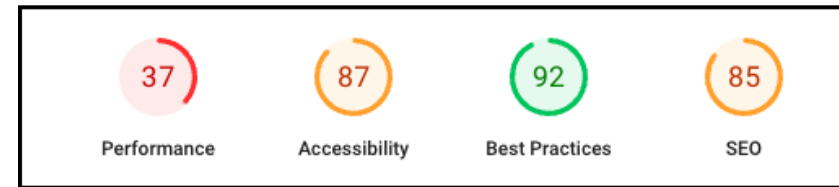


CLUTTERED PAGES (5 EXTRA PAGES)

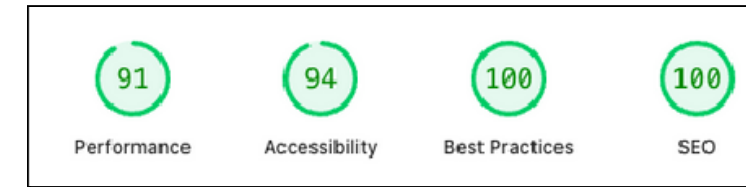


POOR CONTENT ALIGNEMENT

PREVIOUS



NOW



SOURCE: <https://pagespeed.web.dev/analysis/https-cambioconsultancy-uk>

Problems Solved SEO OPTIMIZATIONS

WEBSITE SEO IMPROVEMENTS



DECLUTTERED PAGES

BEFORE
26
Pages



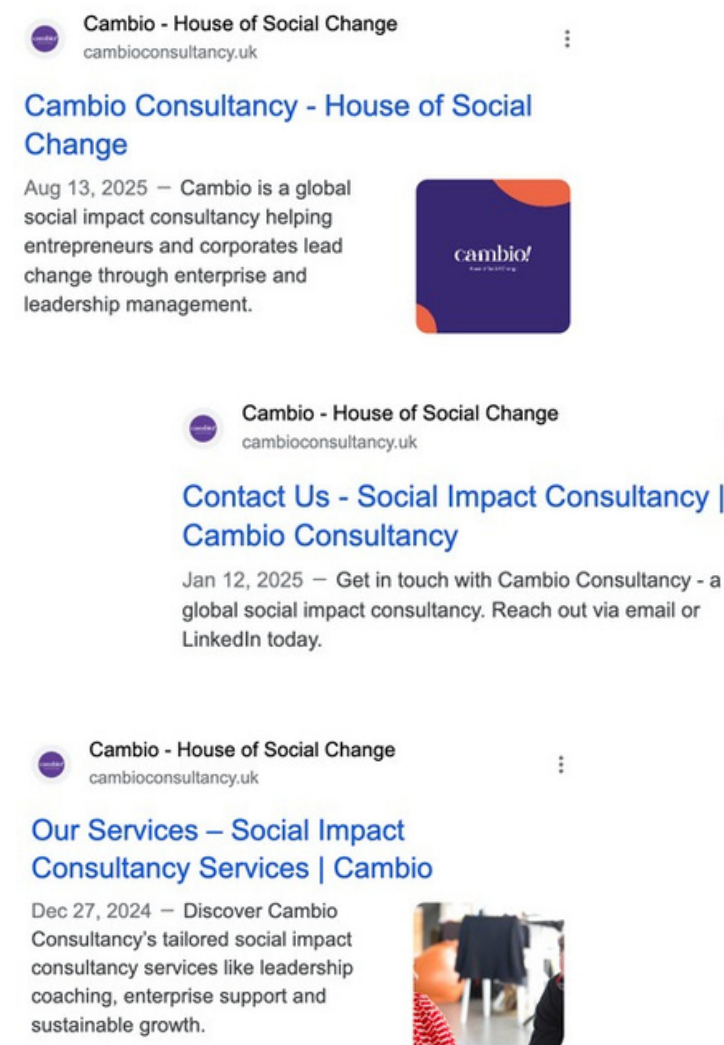
AFTER
8
Pages

BENEFITS?

- Easier **navigation** and better user experience.
- Faster **page load times**.
- **Higher conversion rates** with clear CTAs.
- Improved accessibility and **readability**.
- **Better SEO** performance.
- Stronger, more **focused branding**.
- **Lower maintenance** and easier updates.
- Will help Mobile Optimisation



META DESCRIPTIONS AND TITLES



GOOGLE CRAWLERS OPTIMIZATION

Crawlability	
URL	INFO
/	Google crawl rule: Allow: Bing crawl rule: Allow: Google index rule: none Bing index rule: none
CRAWLABLE	INDEXABLE
✓ Google ✓ Bing	✓ Google ✓ Bing

SEO OPTIMIZATIONS

COMPLETE CHAT-GPT SEO PROMPT

****Prompt:**** Based on the provided blog content, generate a comprehensive list of 20 relevant high impact keywords that can enhance the blog's SEO ranking. For each keyword, include the following details: 1. ****Theme****: The overarching topic or subject area the keyword relates to. 2. ****Intent****: The user's intent behind searching for this keyword (e.g., informational, navigational, transactional). 3. ****Suggested Page Type****: The type of webpage that would be most suited for this keyword (e.g., blog post, product page, landing page). 4. ****Estimated UK Volume Range****: The estimated search volume for the keyword within the UK. 5. ****Estimated CPC Range (GBP)****: The estimated cost-per-click range for the keyword in GBP. Additionally, provide suggestions for changes to the blog that would make it more SEO-friendly. This can include content improvements, keyword placements, optimization techniques, and structural changes. Finally, generate a metadata description for the blog that includes the focus keyword. The metadata description should be concise, engaging, and clearly reflect the blog's content, ensuring that the focus keyword appears prominently. Also, specify the focus keyword as a single word. Lastly, suggest an engaging thumbnail concept that aligns with the blog's content and appeals to the target audience.

****BLOG:**** [insert blog here]



LISTED RELEVANT KEYWORDS



FOCUS KEYWORDS (YOAST COMPATIBILITY)



META DESCRIPTIONS AND TITLES

- ^ Good results (12)
- [Outbound links](#): Good job!
 - [Images](#): good job!
 - [Keyphrase in introduction](#): Well done!
 - [Keyphrase density](#): The keyphrase was found 31 times. This is great!
 - [Keyphrase length](#): Good job!
 - [Keyphrase in meta description](#): Keyphrase or synonym appear in the meta description. Well done!
 - [Previously used keyphrase](#): You've not used this keyphrase before, very good.
 - [Single title](#): You don't have multiple H1 headings, well done!
 - [Keyphrase in slug](#): Great work!
 - [Keyphrase in subheading](#): 3 of your H2 and H3 subheadings reflect the topic of your copy. Good job!
 - [Competing links](#): There are no links which use your keyphrase or synonym as their anchor text. Nice!
 - [Text length](#): The text contains 1058 words. Good job!



Final resources stored on
SharePoint→ Marketing-
BLOG AND SEO → cambio-
consultancy-uk-keyword-
research.xlsx



Cambio - House of Social Change

cambioconsultancy.uk

Regenerative Leadership: The Science Backed Approach Transforming ...

Aug 27, 2025 — Discover how regenerative leadership—a science-backed, nature-inspired leadership model championed by Cambridge, Oxford, and MIT—drives creativity, ...



Keyword	Theme	Intent	Suggested Page Type	UK Volume (est.)	CPC (GBP est.)
regenerative leadership	Leadership & Sustainability	Informational	Blog post / pillar	200–500	£1.50–£3.00
what is regenerative leadership	Leadership Theory	Informational	Blog post / FAQ	50–150	£1.00–£2.50
regenerative leadership examples	Case Studies	Informational	Blog post	50–100	£1.20–£2.50
benefits regenerative leadership	Business Benefit	Informational	Blog post	30–80	£1.50–£3.50
regenerative leadership Cambridge	Education / Programmes	Navigational	Landing page	20–60	£2.00–£4.00
regenerative leadership Oxford	Education / Programmes	Navigational	Landing page	20–60	£2.00–£4.00
regenerative leadership MIT	Education / Programmes	Navigational	Landing page	20–60	£2.00–£4.00
regenerative leadership course	Education / Training	Transactional	Landing page / PDP	50–120	£2.50–£5.00
science-backed leadership	Research-based Leadership	Informational	Blog post	10–40	£1.00–£2.50
leadership productivity uplift	Business Performance	Informational	Blog post / guide	30–80	£1.50–£3.00
systems thinking leadership	Leadership Theory	Informational	Blog post	10–30	£1.00–£2.00
holistic leadership framework	Leadership Model	Informational	Blog post / whitepaper	10–25	£1.00–£2.00
emotional regulation leadership	Emotional Intelligence	Informational	Blog post	15–40	£1.00–£2.50
creativity leadership strategies	People & Performance	Informational	Blog post	20–50	£1.50–£3.00
regenerative business models	Business Innovation	Informational	Blog post	50–100	£2.00–£4.00
nature-inspired leadership	Sustainability & Systems	Informational	Blog post	10–30	£1.00–£2.00
circular economy leadership	Sustainability Frameworks	Informational	Blog post	20–60	£1.50–£3.00

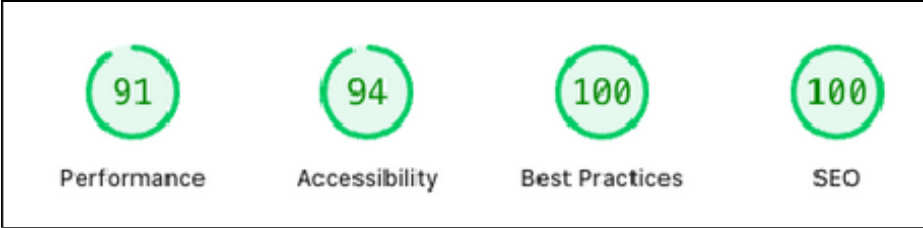
Problems Solved

RESULTS

PREVIOUS



NOW



SOURCE: <https://pagespeed.web.dev/analysis/https-cambioconsultancy-uk>

ANALYTICS SNAPSHOT

